



## Implementation

Short, Mid and Long-term Strategies

*Action Steps*

*Lead Partners*

*Team Members*

*Timelines*

*Funding*



## Short, Mid and Long Term Strategies

### Action Step 1: REDEVELOP TOWER OF THE AMERICAS

- a) Coordinate Tower into Master Plan to include marketing, signage and tram

**Lead Partner:** Parks

**Team Members:** ASM, CVB

**Timeline:** Immediate (under 1 year)

**Funding:** Public/Private partnership

### Action Step 2: RELOCATE OFFICE USES FROM HISTORIC HOMES TO FACILITATE NEW USES AND INCREASED PARKING AVAILABILITY IN EXISTING LOTS

- a) Determine phasing of office relocation to coincide with RFP

- b) Identify relocation options

**Lead Partner:** ASM

**Team Members:** Parks

**Timeline:** Immediate (under 1 year)

**Funding:** n/a

### Action Step 3: DEVELOP USE CRITERIA AND IDENTIFY ECONOMICALLY VIABLE TENANTS TO RESTORE HISTORIC STRUCTURES

- a) Develop Use Criteria

- b) Develop RFP for historic homes:

**Lead Partner:** Parks

**Team Members:** ASM, Planning (Use Criteria only)

**Timeline:** Immediate (under 1 year)

**Funding:** n/a

### Action Step 4: IMPROVE SIGNAGE AND WAYFINDING IN AND AROUND THE PARK AND CONVENTION CENTER

- a) Determine consistent signage theme

- b) Coordinate with TxDOT

- c) Coordinate with City's planned Pedestrian Wayfinding System

**Lead Partner:** PW (*City Architect's office*)

**Team Members:** Parks, CVB, Convention Facilities, OCA, ASM, Downtown Ops, Planning

**Timeline:** Immediate (under 1 year)

**Funding:** COSA, Private

### Action Step 5: RESEARCH FEASIBILITY OF TRAM CONCEPT

- a) Determine costs, Identify potential partners

**Lead Partner:** PW, VIA

**Team Members:** Downtown Ops, Parks, CVB, Alamodome

**Timeline:** Immediate (under 1 year)

**Funding:** FTA funding, Private sponsorships

**Action Step 6: RESEARCH FEASIBILITY OF REGIONAL VISITOR CENTER**

- a) Identify and coordinate with partners

**Lead Partner:** CVB

**Team Members:** ASM, Parks, UTSA, TxDOT, AACOG

**Timeline:** Short-term (1-3 years)

**Funding:** Public/Private partnership

**Action Step 7: EXPLORE SHARED USE OF PARKING & THOMPSON TRANSIT FACILITY**

*(east of freeway)*

- a) Study feasibility of utilizing exiting parking

- b) Study feasibility of using Thompson Transit Facility for tram, public transit and tour bus staging

**Lead Partner:** PW, VIA

**Team Members:** SAPD, ASM, City Attorney's Office, Downtown Ops, Alamodome

**Timeline:** Immediate (under 1 year)

**Funding:** Public/Private partnership

**Action Step 8: PLAN FOR EXPANSION OF CHILDREN'S ACTIVITIES**

- a) Coordinate with SA Carousel Foundation

**Lead Partner:** Parks

**Team Members:** ASM, SA Carousel Foundation

**Timeline:** Short/Mid-term (1-5 years)

**Funding:** Private

- b) Study possible renovation/expansion of Downtown All-Around Playground

**Lead Partner:** Parks

**Team Members:** ASM, Planning, Playground volunteer group

**Timeline:** Short/Mid-term (1-5 years)

**Funding:** Private

- c) Explore feasibility of Magik Theatre expansion

**Lead Partner:** ASM

**Team Members:** Parks, OCA, Magik Theater

**Timeline:** Mid-term (3-5 years)

**Funding:** Private

- d) Explore feasibility of relocation of Children's Museum to park

**Lead Partner:** ASM

**Team Members:** Parks, OCA, Children's Museum

**Timeline:** Mid-term (3-10 years)

**Funding:** Private

**Action Step 9: PLAN FOR OPEN SPACE AND INFRASTRUCTURE IMPROVEMENTS**

- a) Determine necessary improvements, cost estimates, and identify funding resources

**Lead Partner:** Parks

**Team Members:** ASM

**Timeline:** Short/Mid-term (1-5 years)

**Funding:** COSA

- b) Implement proposed open space and infrastructure improvements

**Lead Partner:** Parks

**Team Members:** ASM

**Timeline:** Mid/Long (3-20 years)

**Funding:** COSA

**Action Step 10: COORDINATE WITH AREA PROPERTY OWNERS AND POTENTIAL PARTNERS**

- a) Coordinate with UTSA to explore potential trade with regard to six acres between ITC and Tower  
**Lead Partner:** ASM  
**Team Members:** UTSA, City Attorney's Office  
**Timeline:** Immediate (under 1 year)  
**Funding:** n/a
- b) Coordinate with UTSA to explore collaboration with the Institute of Texan Cultures  
**Lead Partner:** ASM  
**Team Members:** UTSA, CVB, OCA  
**Timeline:** Short-term (1-3 years)  
**Funding:** Public/Private partnership
- c) Coordinate with UTSA to determine use and feasibility of the Woman's Pavilion  
**Lead Partner:** ASM  
**Team Members:** UTSA, Partners  
**Timeline:** Short-term (1-3 years)  
**Funding:** Private
- d) Coordinate with GSA to identify relocation site for Courthouse and Training Facility  
**Lead Partner:** ASM  
**Team Members:** GSA  
**Timeline:** Short-term (1-3 years)  
**Funding:** GSA
- e) Explore partnerships with private entities for the potential reuse of the Courthouse and Training Facility  
**Lead Partner:** ASM  
**Team Members:** Partners  
**Timeline:** Mid/Long-term (3-10 years)  
**Funding:** Public/Private partnership
- f) Coordinate with SAHA on the Victoria Courts Redevelopment  
**Lead Partner:** ASM  
**Team Members:** SAHA  
**Timeline:** Immediate/Short-term (under 1-3 years)  
**Funding:** SAHA
- g) Coordinate with SAISD regarding Central Office site redevelopment  
**Lead Partner:** ASM  
**Team Members:** SAISD  
**Timeline:** Short-term (1-3 years)  
**Funding:** Public/Private partnership
- h) Coordinate with Lavaca Neighborhood Association regarding Boulevard South development  
**Lead Partner:** ASM  
**Team Members:** Planning  
**Timeline:** Short-term (1-3 years)  
**Funding:** n/a

**Action Step 11: DEVELOP ORGANIZATIONAL STRUCTURE TO SUPPORT AREA-WIDE PLAN IMPLEMENTATION**

- a) Determine organizational structure and staffing support  
**Lead Partner:** Parks  
**Team Members:** ASM  
**Timeline:** Immediate (under 1 year)  
**Funding:** COSA
- b) Develop collaborative area marketing strategy and plan  
**Lead Partner:** CVB  
**Team Members:** Parks, OCA(TCC)  
**Timeline:** Immediate (under 1 year)  
**Funding:** COSA
- c) Develop collaborative programming for area—arts, entertainment and special events  
**Lead Partner:** Parks  
**Team Members:** OCA(TCC), CVB  
**Timeline:** Immediate (under 1 year)  
**Funding:** COSA

**Action Step 12: INTEGRATE PUBLIC ART INTO PARK REDEVELOPMENT**

- a) Develop plan for maintenance of existing art,
- b) Determine criteria/plan for future art in park  
**Lead Partner:** PW(*Design Enhancement*)  
**Team Members:** Parks, ASM, OCA (TCC), Planning  
**Timeline:** Short/1-3 years  
**Funding:** Public/Private partnership

**Action Step 13: COORDINATE WITH CONVENTION CENTER EXPANSION**

- a) Plan for future expansion and integration with Plan
- b) Address transportation and parking needs  
**Lead Partner:** Convention Facilities  
**Team Members:** Parks, CVB, OCA, PW  
**Timeline:** Mid/Long-term/3-10 years  
**Funding:** Hotel/Motel Occupancy Tax

**Lead Partner, Team Member abbreviations:****City of San Antonio Departments:**

ASM - Asset Management  
 CVB - Convention and Visitors Bureau  
 Downtown Ops - Downtown Operations  
 OCA - Office of Cultural Affairs  
 Parks - Parks and Recreation  
 PW - Public Works  
 SAPD - San Antonio Police Dept.

**Affiliated Agencies:**

AACOG - Alamo Area Council of Governments  
 GSA - U.S. General Services Administration  
 TxDOT - Texas Dept. of Transportation  
 UTSA - University of Texas at San Antonio  
 VIA - VIA Metropolitan Transit